

### REMARKS

Claims 8-10, 18-20, and 23-45 are pending in the application. Claims 8-10 and 23-45 are withdrawn from consideration as being directed to non-elected inventions. In the final Office Action of June 5, 2008, the Examiner made the following disposition:

- A.) Rejected claims 18 and 19 under 35 U.S.C. 103(a) as allegedly being unpatentable over *Roosendaal, et al.*
- B.) Rejected claim 20 under 35 U.S.C. 103(a) as allegedly being unpatentable over *Roosendaal, et al.* in view of *Kubota, et al.* and *Kitagawa, et al.*

Applicants respectfully traverse the rejections and address the Examiner's disposition below.

- A.) Rejection of claims 18 and 19 under 35 U.S.C. 103(a) as allegedly being unpatentable over *Roosendaal, et al.*:

Applicants respectfully disagree with the rejection.

Independent claim 18, as amended, claims a method for manufacturing a liquid crystal display which has a pair of substrates and a liquid crystal layer interposed between the substrates and which has a reflective area and a transmissive area. The method comprises the steps of:

- forming a retardation film on only one of the substrates; and
- patterning the retardation film such that the retardation film remains only in the reflective area, wherein an alignment film is formed on at least one of the substrates and the retardation film is formed on the alignment film, and wherein the liquid crystal layer has a phase difference of  $\lambda/4$  in the reflective area and a phase different of  $\lambda/2$  in the transmissive area when no voltage is applied or when a voltage is applied.

Referring to Applicants' FIG. 1 as an illustrative example, Applicants' claimed liquid crystal display 1 includes a pair of substrates 5 and 6, a liquid crystal layer 10 interposed between the substrates, a retardation film 7 provided only on a first one of the substrates 6 and only in the reflective areas (areas associated with reflective electrodes 3). Moreover, the liquid crystal layer 10 has a phase difference of  $\lambda/4$  in the reflective area and a phase difference of  $\lambda/2$  in the transmissive area when no voltage is applied or when a voltage is applied.

An important result of the claimed invention is discussed in the specification, namely in paragraph [0064] of the published patent application US 2006/00187387 A1(emphasis added):

“[0064] As described above, *the reflective-area  $\lambda/4$  layer 7, which is necessary for the dark state display in the reflective area, is not provided in the transmissive area.* Accordingly, sufficient reflectivity can be obtained in the reflective area due to the function of the reflective-area  $\lambda/4$  layer 7 and transmissive display can be achieved in the transmissive area without providing an additional retardation layer on the back to compensate for the phase difference of the retardation layer on the display side. Accordingly, high quality, high contrast images can be displayed in both reflective display and transmissive display. *In addition, it is not necessary to provide an additional retardation layer on the back, so that the cell thickness can be reduced and costs can be reduced by the amount corresponding to the omitted retardation layer.*”

That is, the reflective-area  $\lambda/4$  layer 7 is neither provided in the transmissive area nor on the back of the liquid crystal display 1. As a result, the cell thickness of the liquid crystal display 1 can be reduced and costs can be reduced by the amount corresponding to the omitted retardation layer.

This is clearly unlike *Roosendaal*. *Roosendaal* teaches two retardation films 16a and 16b. *Roosendaal* states in column 3 and lines 51 – 57, that (emphasis added):

“The front optical foil 16a is a quarterwave foil, being essential for the reflective sub-pixel, and the back optical foil 16b is arranged to eliminate the function of said front optical foil 16b for the transmissive sub-pixels for a dark state of the display.”

That is, *Roosendaal* requires the presence of the back optical foil 16b so as to eliminate the function of the front optical foil 16a for the transmissive sub-pixels for a dark state of the display, in contrast to the recited limitation of Claim 18. As such, Claim 18 is patentable over *Roosendaal*.

Claim 19 depends directly or indirectly from claim 18 and is therefore allowable for at least the same reasons that claim 18 is allowable.

Applicants respectfully submit the rejection has been overcome and request that it be withdrawn.

B.) Rejection of claim 20 under 35 U.S.C. 103(a) as allegedly being unpatentable over *Roosendaal, et al.* in view of *Kubota, et al.* and *Kitagawa, et al.*:

Applicants respectfully disagree with the rejection.

Claim 18 is allowable over *Roosendaal* as discussed above. *Kubota* and *Kitagawa* also fail to teach or suggest patterning a retardation film such that the retardation film remains only in a reflective area, wherein an alignment film is formed on at least one substrate and the retardation film is formed on the alignment film, and wherein a liquid crystal layer has a phase difference of  $\lambda/4$  in the reflective area and a phase different of  $\lambda/2$  in the transmissive area when no voltage is applied or when a voltage is applied. Therefore, *Roosendaal* in view of *Kubota* and *Kitagawa* still fails to disclose or suggest claim 18.

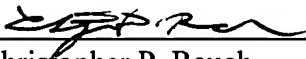
Claim 20 depends directly or indirectly from claim 18 and is therefore allowable for at least the same reasons that claim 18 is allowable.

Applicants respectfully submit the rejection has been overcome and request that it be withdrawn.

CONCLUSION

In view of the foregoing, it is submitted that claims 18-20 are patentable. It is therefore submitted that the application is in condition for allowance. Notice to that effect is respectfully requested.

Respectfully submitted,

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